

Listing of the Claims

This listing of the claims will replace all prior versions, and listings, of claims in the Application:

Claims 1-34 (Cancelled)

35. (New) A merchandising system for attaching to shelving systems to present and store articles comprising:

a base having a front and back and comprising separate horizontal rods;

separate reinforcement members coupled to the back of the base to provide rigidity to the base so that the base is resistant to deformation in more than one direction; and

brackets coupled to the base and configured to attach the base to a shelving system;

wherein the base is configured to attach to different shelving systems having different widths and heights.

36. (New) The merchandising system of Claim 35 wherein the base further comprises separate vertical rods coupled to the separate horizontal rods.

37. (New) The merchandising system of Claim 36 wherein the base comprises a grid.

38. (New) The merchandising system of Claim 36 wherein a front side of the vertical rods are welded to a side of the horizontal rods.

39. (New) The merchandising system of Claim 36 wherein a back side of the vertical rods are welded to a side of the reinforcement members.

40. (New) The merchandising system of Claim 36 wherein the brackets are coupled to the horizontal rods with at least one fastener.

41. (New) The merchandising system of Claim 40 wherein the at least one fastener comprises a screw and a plate.

42. (New) The merchandising system of Claim 40 wherein the at least one fastener is configured to allow space for the reinforcement member between the base and a shelving system.

43. (New) The merchandising system of Claim 40 wherein the brackets comprise hooks for coupling with apertures provided in the shelving systems.

44. (New) The merchandising system of Claim 36 wherein the reinforcement members comprise at least one of the following structures: (a) a square tube, (b) an L-channel, (c) a C-channel, and (d) a U-channel.

45. (New) The merchandising system of Claim 44 wherein the reinforcement members comprise about a one inch square tube of about 11 gauge steel.

46. (New) The merchandising system of Claim 36 wherein the vertical rods and the horizontal rods are generally perpendicular to one another when one or more tray systems are attached to the base.

47. (New) The merchandising system of Claim 36 wherein the reinforcement members provide support to the base so that articles can be presented and stored along generally linear lines.

48. (New) The merchandising system of Claim 36 wherein the vertical rods have a diameter of about 0.30 to 0.425 inches.

49. (New) The merchandising system of Claim 48 wherein the vertical rods have a diameter of about 0.375 inches.

50. (New) The merchandising system of Claim 36 wherein the horizontal rods have a diameter of about 0.285 to 0.35 inches.

51. (New) The merchandising system of Claim 50 wherein the horizontal rods have a diameter of about 0.306 to about 0.312 inches.

52. (New) The merchandising system of Claim 35 further comprising a plurality of bases.

53. (New) The merchandising system of Claim 35 further comprising a shelving system for supporting the base.

54. (New) The merchandising system of Claim 35 further comprising a tray system for presenting and storing articles coupled to the base.

55. (New) A display system for providing support to tray systems comprising:

a plurality of bases each formed by vertical rods coupled to horizontal rods;

supports coupled to a back side of the vertical rods to provide support to the plurality of bases when one or more tray systems are attached to the plurality of bases; and

brackets coupled to the plurality of bases for attaching the plurality of bases to a shelf system;

wherein the plurality of bases are configured to attach to different shelving systems having different widths and heights.

56. (New) The merchandising system of Claim 55 wherein a front side of the vertical rods are welded to a back side of the horizontal rods.

57. (New) The merchandising system of Claim 55 wherein the back side of the vertical rods are welded to the supports.

58. (New) The merchandising system of Claim 55 wherein the brackets are coupled to the horizontal rods with at least one fastener.

59. (New) The merchandising system of Claim 58 wherein the at least one fastener comprises a screw and a plate.

60. (New) The merchandising system of Claim 55 wherein the supports comprise at least one of the following structures: (a) a square tube, (b) an L-channel, (c) a C-channel, and (d) a U-channel.

61. (New) The merchandising system of Claim 55 wherein the supports comprise about a one inch square tube of about 11 gauge steel.

62. (New) The merchandising system of Claim 55 wherein the vertical rods are spaced to provide horizontal adjustability of the tray systems along the horizontal rods.

63. (New) The merchandising system of Claim 55 further comprising a shelving system for supporting the plurality of bases.

64. (New) The merchandising system of Claim 55 further comprising a tray system for presenting and storing articles coupled to the plurality of bases.

65. (New) The merchandising system of Claim 55 wherein the vertical rods have a diameter of about 0.30 to 0.425 inches.

66. (New) The merchandising system of Claim 65 wherein the vertical rods have a diameter of about 0.375 inches.

67. (New) The merchandising system of Claim 55 wherein the horizontal rods have a diameter of about 0.285 to 0.35 inches.

68. (New) The merchandising system of Claim 67 wherein the horizontal rods have a diameter of about 0.306 to about 0.312 inches.

69. (New) A merchandising system comprising:

a base comprising a plurality of vertical rods welded to back sides of a plurality of horizontal rods in a generally planar configuration and oriented so that one or more trays can be attached to the base at select locations;

bars coupled to a back side of the plurality of vertical rods to provide rigidity to the base so that the base resists deformation due to the attachment of the one or more trays; and

brackets coupled to the horizontal rods and configured to attach the base to a shelving unit;

wherein the base is configured to couple to different shelving units having different widths and heights.

70. (New) The merchandising system of Claim 69 wherein the base comprises a grid.

71. (New) The merchandising system of Claim 69 wherein the bars are welded to the back sides of the plurality of vertical rods.

72. (New) The merchandising system of Claim 71 wherein the bars comprise at least one of the following structures: (a) a square tube, (b) an L-channel, (c) a C-channel, and (d) a U-channel.

73. (New) The merchandising system of Claim 69 wherein the bars comprise about a one inch square tube of about 11 gauge steel.

74. (New) The merchandising system of Claim 69 wherein the vertical rods are spaced to provide horizontal adjustability of the trays along the horizontal rods.

75. (New) The merchandising system of Claim 69 further comprising a shelving unit for supporting the base.

76. (New) The merchandising system of Claim 69 further comprising a tray for presenting and storing articles coupled to the base.

77. (New) The merchandising system of Claim 69 further comprising a plurality of bases.